

Navigating the Metaverse

Opportunities for telcos, businesses,
consumers and the economy



Cathy Hackl, Chief Metaverse Officer
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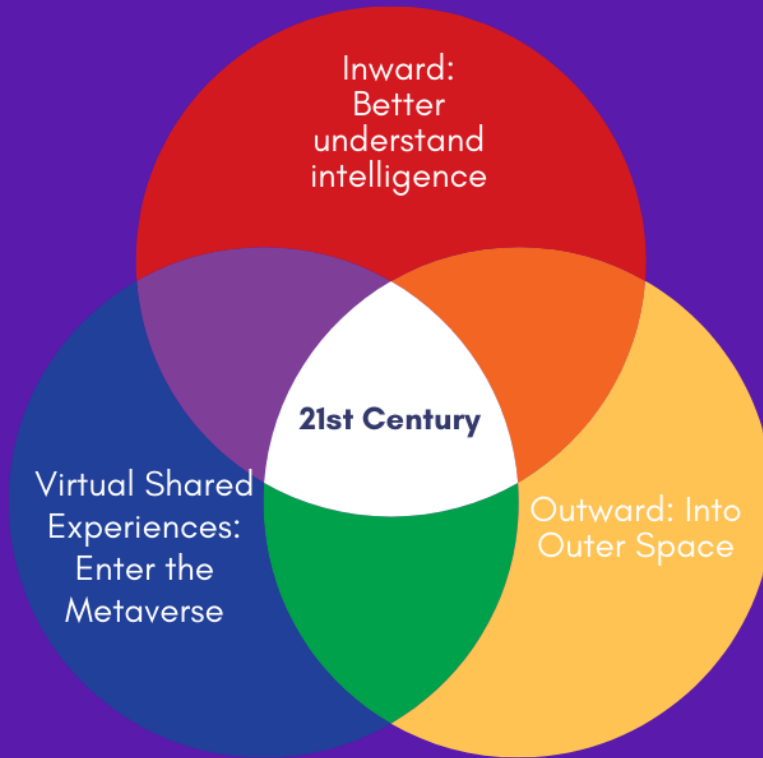
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A Century of Expansion & Exploration

The 21st Century will be a century of exploration and expansion that will lead humanity to look further into outer space, go deeper into understanding the power of our brains and minds, and allow us to fully enter the infinite possibilities of the metaverse. But for this to happen we need to address climate change and protect the physical world.

Cathy Hackl, Godmother of the Metaverse



Welcome to the future of the internet.



web 1.0



web 2.0



web 3.0



SINCE
1828

GAMES & QUIZZES

THESAURUS

WORD OF THE DAY

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Word of the Day

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Making sense of the Metaverse

The background image is a blurred, futuristic virtual environment. It features a wide, open space with a polished floor that reflects the ambient light. The walls and ceiling are illuminated with warm orange and yellow tones, while the floor has a purple and blue glow. Several people are walking through the space, their figures slightly blurred to suggest movement. In the background, there is a large, glowing digital display or screen showing abstract patterns. The overall atmosphere is one of a high-tech, immersive virtual world.

**SHARED VIRTUAL EXPERIENCES THAT CAN HAPPEN IN THE
PHYSICAL AND THE VIRTUAL WORLD**

Web 3.0 & The Metaverse

Intrinsically linked, but not the same thing.

WEB 3.0 CENTERS AROUND HOW PEOPLE, SPACES (PLACES) & ASSETS (THINGS) ARE CONNECTED IN THIS NEW ITERATION OF THE INTERNET, WHILE THE METAVERSE CENTERS AROUND HOW WE WILL EXPERIENCE THE FUTURE OF THE INTERNET WHICH IS ENABLED BY MANY DIFFERENT TECHNOLOGIES.

Just because it happens in the virtual world...



The Metaverse Market Opportunity



- o New jobs will be created.
- o There will be new revenue streams for businesses and new commerce models.
- o The holy grail is seamlessly connecting the physical and virtual worlds.

The Metaverse and society

- Unlock creativity like we've never seen before.
- Allow creators to share in the value of their creations.
- Make the world machine readable and will enable autonomous vehicles and robots to engage with us in new ways.
- Community and authenticity are at the heart of the metaverse & web 3.0.
- The concept of work is evolving. (anthropological implications)



The Metaverse and commerce

- Physical to physical (P2P).
- Ecommerce (digital).
- Virtual to virtual (V2V).
- Physical to virtual (P2V).
- Virtual to physical (V2P).

Enabling and unlocking the biggest components of this new commerce paradigm needs devices and 5G.



An aerial, high-angle view of a dense urban landscape at night. The scene is dominated by a cool blue color palette, with numerous windows and streetlights glowing with a warm orange or yellow light. The buildings are packed closely together, creating a complex, textured pattern of light and shadow. The perspective is from directly above, looking down on the city.

The Metaverse and TELCOS

Building the Metaverse will require:

- Higher data rates.
- Reduced latency.
- Higher system capacity.
- Numerous device connectivity.
- More bandwidth.



An aerial, high-angle view of a dense urban landscape at night. The city is illuminated with a mix of cool blue and warm orange lights, creating a futuristic, cyberpunk aesthetic. Numerous skyscrapers and smaller buildings are visible, with their windows and architectural details highlighted by the lighting. The perspective is from directly above, looking down on the city's grid.

**What role do telcos
play in the
Metaverse?**

TELCO companies will have a key role in the years to come as:

- Metaverse infrastructure builders (the rails).
- Metaverse gateways distributors (devices).
- Metaverse gateways (platform creators):
 - NFTs marketplaces and communities.
 - Gaming.
 - Immersive experiences.
 - Holoportation.
- 5G, Wifi 6, fast fiber & 6G will help to unlock the metaverse. Without it, there is no real-time shared metaverse.



An aerial, high-angle view of a dense urban landscape at night. The image is heavily stylized with a color palette dominated by deep blues and vibrant oranges. Numerous skyscrapers and smaller buildings are visible, many of which have glowing orange windows and architectural details. The perspective is looking down from a high vantage point, creating a sense of scale and depth. The text 'Let's metaverse' is superimposed in the center in a clean, white, sans-serif font.

Let's metaverse

Step into my new offices



Boss Beauties Role Models



Clinique MetaOptimist NFT

CLINIQUE

P&G Beautysphere



Holoportation



Feel the virtual



**“IN THE METAVERSE
WE ARE ALL WORLD
BUILDERS & NOW IS
THE TIME TO BUILD”**

CATHY HACKL

CATHY HACKL
DIRK LUETH
TOMMASO DI BARTOLO
EDITED BY JOHN ARKONTAKY

NAVIGATING THE METAVERSE

A GUIDE TO
LIMITLESS POSSIBILITIES
IN A WEB 3.0 WORLD

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BOARD MEMBER, UPLAND

WILEY

[METAVERSEBOOK.COM](https://metaversebook.com)





THANK YOU!

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